

SAFE COMMUNITIES

Benchmark Statement

To assist Safe Community projects in expanding and strengthening their coalitions and to become self-sufficient, and provide necessary training and resources to empower the communities and encourage ownership.

Objectives

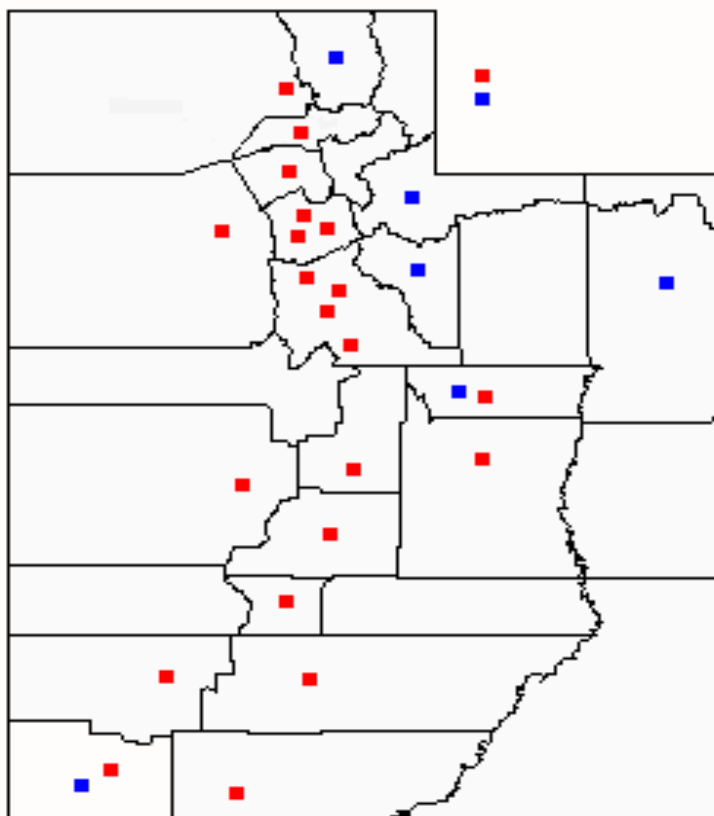
To assist Safe Communities in becoming self-sufficient. To acquire new partnerships. To hold monthly Safe Community coalition meetings. To establish four new Safe Community programs. To conduct a 1-2 day training and networking workshop for Safe Community projects.

Accomplishments

Five years ago, the Utah Highway Safety Office (UHSO) implemented twelve Safe community projects in various areas of the State. Today, we have almost doubled that number, with several of the original projects still active, though not receiving funding through our office (see figure). Many of the original projects have branched out focusing on many different areas of traffic safety, and some of them are now being coordinated by new task forces. Project leaders approached other organizations and succeeded in becoming self-sufficient by obtaining financial assistance for their programs; they continue to play an active role in traffic safety education and

enforcement. We are now at a point in time where the UHSO receives requests for "Safe Community" grants. The word of safe community project successes is out there, and many of Utah community leaders recognize the benefit of pulling people and

projects did become self-sufficient, some did not. It was felt that if funding was taken from certain projects, they would fold. For this reason, the UHSO revisited this idea and decided to continue funding (at some level) for worthy programs. The State is now



organization together to work toward a common goal.

The UHSO staff originally believed that these projects would be funded for a total of four years. Ideally, self-sufficiency being achieved by the end of four years, allowing for other areas to receive funding. Though many

enjoying the benefit of many individuals in our communities who have gained extensive knowledge and expertise regarding numerous traffic safety issues. These individuals can now instruct and train in their own communities, and many are willing to travel into other areas needing help.

The Utah Highway Safety Office also held training for project directors in January 2001. This training was provided to give them the skills, tools, and resources needed to run an effective program. Participants had the opportunity to share and exchange ideas with each other, were offered one-on-one time with their program managers, and given training regarding the operational procedures and guidelines of their grant.

The Millard County Safe Community has made great strides with their grant activities. Fillmore Community and Delta Community Medical Centers now have 100% contact with the parents who deliver babies in their facilities. Parents receive instruction on the use and installation of the child safety seats either by a trained nursery staff member or by trained members of the Safe Community coalition. The nursery staff received child passenger safety training in October 2000. The coalition has also provided students in the area with low or no-cost helmets and education, and is currently working with the PTA leaders to have them take over the helmet program and run it

through the local area PTAs. The Millard High School Safety Club has two advisors and approximately 30 students, and remain very active with traffic safety issues. This year, they helped organize and host a mock disaster at the school, which was very well received. With one of their goals being to increase seat belt use among students, they showed a small increase in use (49%), but have pledged to focus on increasing that percentage even more and rally the teachers to use them also. They also spent considerable time with another area high school which has been rather passive on safety issues, and encouraged them to take part.

The Salt Lake Valley Safe Community organized and implemented the 2nd annual Traffic Safety Fair for the Hispanic/Latin community at Centro Civico Mexicano held in September 2001. Approximately 150 people visited the child passengers' safety booth, and participated in safety belt demonstrations, Fatal Vision demonstrations, and the bike rodeo/safety course. The program also provided an educational traffic safety

booth at the Native American Health Fair held in the Indian Walk-in Center. General traffic safety information was distributed at the fair, along with several car seats.

Many of the Safe Community programs use community surveys to help evaluate the effectiveness of the program. As an example, six of Utah's Safe Community programs conducted pre and post seat belt observational surveys as part of the Buckled or Busted Campaign and its three enforcement blitzes. As part of this effort, members of the Salt Lake Valley Safe Community committee conducted pre and post surveys in eight different locations of Salt Lake County. The chart below summarizes the results of the most recent observational surveys. There was a 3% increase in safety belt use among Salt Lake County residents!

Challenges

The UHSO staff need to continue to provide the resources necessary to keep the excitement and momentum going in our local programs and task forces. Leadership and partnerships are the basis for making a positive difference in traffic safety. Recruiting new partners into the traffic safety arena is imperative to the success of the Safe Community projects.

Buckled Or Busted in Salt Lake County						
	Male		Female		Total Usage	
	Yes	No	Yes	No	Yes	No
Pre-Survey Results: August 13-18, 2001						
Observed Belt Use	518	266	550	149	1068	415
Combined Use Rate	66%	34%	79%	21%	72%	28%
Post-Survey Results: September 4-10, 2001						
Observed Belt Use	525	267	564	102	1089	369
Combined Use Rate	66%	34%	85%	15%	75%	25%
There was a 3% increase in safety belt use among Salt Lake County Residents.						